## NCC Cable System Order

| 09/21/ | =  |
|--------|----|
| 16     |    |
|        | 3  |
|        | 5  |
|        | S. |

| 000           | Approximation of the second of | Mologood Bollow |                            | out of            |
|---------------|--|-----------------|----------------------------|-------------------|
| GRP           | Adults 35+   | Primary Demo    | Jul16 C-DMA Nielsen Live+7 | Survey            |
| Sold On       |  |                 | Not accepted               | Status            |
| Affiliate Spl |  | Credit Status   | (301) 951-2620             | Phone             |
| Total Spots   |  | Product Name    | Washington                 | Office            |
| Net Total     | NA   | Est Code        | Luke Priddy                | Sales Coordinator |
| Commissio     |  | Product Code    | Andrew Yolles              | AE                |
| Total         |  | Client Code     |                            |                   |
| Total # of W  |  |                 | Minneapolis-St. Paul       | Market            |
| Show All Li   | Ron Johnson for US Senate  | Advertiser      | Spectrum/Celect, WI        | System Name       |
| Version       | Medium Buying LLC  | Agency          | 1084                       | Syscode           |
| Update Dat    | 09/19/16 - 10/02/16  | Flight Dates    | 62336821                   | Order #           |

Comments:

R6: 9.21. Revised CFB rates. Added CFB spots. Includes UW FB. Please review and confirm. Thanks!

|            | • | CPM           | L    | CPP              |
|------------|---|---------------|------|------------------|
|            | - | GIMP          | r    | GRP              |
|            |   | Cost Per Spot |      | Sold On          |
|            | H | 100.0         |      | Affiliate Split  |
| 163        |   |               |      | Total Spots      |
| \$909.50   |   |               |      | Net Total        |
| \$160.50   |   |               |      | Commission       |
| \$1,070.00 |   |               |      | Total            |
| 2          |   |               | eeks | Total # of Weeks |
|            |   |               | es   | Show All Lines   |
|            |   | 3 Vs. 2       |      | Version          |
|            |   | 09/21/16      |      | Update Date      |
| 3          | • |               |      |                  |

| 21      | 20      | 19      | 18      | 17      | 16      | 15      | 14      | 13      | 12      | <u> 1</u> | 10      | 9       | 8       | 7       | 6                       | Oī                    | 4        | ы       | 2       | ٦       | Line           |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|---------|---------|---------|---------|-------------------------|-----------------------|----------|---------|---------|---------|----------------|
| ESP2    | PIQ     | DΙΥ     | DISC    | DISC    | CNN     | CNN     | CNN     | CNN     | CNBC    | CNBC      | CNBC    | CNBC    | CMDY    | CMDY    | BTN                     | BTN                   | BRVO     | BRVO    | AEN     | AEN     | Net            |
| ESP2 EM | DIY PT  | DIY PT  | DISC PT | DISCPT  | CNN PT  | CNN PT  | CNN EM  | CNN EM  | CNBC PT | CNBC PT   | CNBC EM | CNBC EM | CMDY PT | CMDY PT | Nebraska @ Northwestern | Wake Forest @ Indiana | BRVO PT  | BRVO PT | AEN PT  | AEN PT  | Program        |
| 9/19/16 | 9/26/16 | 9/19/16 | 9/26/16 | 9/19/16 | 9/26/16 | 9/19/16 | 9/26/16 | 9/19/16 | 9/26/16 | 9/19/16   | 9/26/16 | 9/19/16 | 9/26/16 | 9/19/16 | 9/19/16                 | 9/19/16               | 9/26/16  | 9/19/16 | 9/26/16 | 9/19/16 | Start<br>Date  |
| 9/25/16 | 10/2/16 | 9/25/16 | 10/2/16 | 9/25/16 | 10/2/16 | 9/25/16 | 10/2/16 | 9/25/16 | 10/2/16 | 9/25/16   | 10/2/16 | 9/25/16 | 10/2/16 | 9/25/16 | 9/25/16                 | 9/25/16               | 10/2/16  | 9/25/16 | 10/2/16 | 9/25/16 | Stop<br>Date   |
| 05:00   | 19:00   | 19:00   | 19:00   | 19:00   | 19:00   | 19:00   | 05:00   | 05:00   | 19:00   | 19:00     | 05:00   | 05:00   | 19:00   | 19:00   | 18:30                   | 14:30                 | 19:00    | 19:00   | 19:00   | 19:00   | Start<br>Time  |
| 09:00   | 24:00   | 24:00   | 24:00   | 24:00   | 24:00   | 24:00   | 09:00   | 09:00   | 24:00   | 24:00     | 09:00   | 09:00   | 24:00   | 24:00   | 21:30                   | 17:30                 | 24:00    | 24:00   | 24:00   | 24:00   | Stop<br>Time   |
|         | ×       |         | ×       |         | ×       |         | ×       |         | ×       |           | ×       |         | ×       |         |                         |                       | ×        |         | ×       |         | ≤              |
|         | ×       |         | ×       |         | ×       |         | ×       |         | ×       |           | ×       |         | ×       |         |                         |                       | ×        |         | ×       |         | _              |
| ×       |         | ×       |         | ×       |         | ×       |         | ×       |         | ×         |         | ×       |         | ×       |                         |                       |          | ×       |         | ×       | \$             |
| ×       |         | ×       |         | ×       |         | ×       |         | ×       |         | ×         |         | ×       |         | ×       |                         |                       |          | ×       |         | ×       | 7              |
| ×       |         | ×       |         | ×       |         | ×       |         | ×       |         | ×         |         | ×       |         | ×       |                         | 20000                 | Щ        | ×       |         | ×       | п              |
| ×       |         | ×       | Ш       | ×       |         | ×       |         | ×       |         | ×         |         | ×       |         | ×       | ×                       | ×                     |          | ×       |         | ×       | ω              |
| ×       |         | ×       |         | ×       |         | ×       |         | ×       |         | ×         |         | ×       | Н       | ×       |                         |                       | $\dashv$ | ×       |         | ×       | <i>σ</i>       |
| •       | _       |         | ,       |         | ,       | •       | •       | -       | •       | ı         | -       | -       | ı       |         | 1                       |                       | 7        | 7       |         | *       | RTG            |
| 1       |         | э       | 3       | 1       | ,       |         |         | ٠       |         | 5         | ,       |         |         |         | 1                       | 9                     |          | 1       | •       | 1       | MP             |
| 6       | 2       | 6       | 2       | 6       | 2       | 6       | 2       | 6       | 2       | თ         | 2       | 6       | 2       | 6       | 2                       | 2                     | 2        | 6       | 1       | 3       | Total<br>Spots |
| \$3.00  | \$4.00  | \$4.00  | \$8.00  | \$8.00  | \$8.00  | \$8.00  | \$6.00  | \$6.00  | \$4.00  | \$4.00    | \$3.00  | \$3.00  | \$4.00  | \$4.00  | \$10.00                 | \$10.00               | \$6.00   | \$6.00  | \$8.00  | \$8.00  | Unit<br>Cost   |
| \$18.00 | \$8.00  | \$24.00 | \$16.00 | \$48.00 | \$16.00 | \$48.00 | \$12.00 | \$36.00 | \$8.00  | \$24.00   | \$6.00  | \$18.00 | \$8.00  | \$24.00 | \$20.00                 | \$20.00               | \$12.00  | \$36.00 | \$8.00  | \$24.00 | Total<br>Cost  |
| 30      | 30      | 30      | 30      | 30      | 30      | 30      | 30      | 30      | 30      | 30        | 30      | 30      | 30      | 30      | 30                      | 30                    | 30       | 30      | 30      | 30      | Spot           |
|         |         |         |         |         |         |         |         |         |         |           |         |         |         |         | BTN FB                  | BTN FB                |          |         |         |         | Line Comment   |

## NCC Cable System Order

| Comments:  | .1                | Survey                     | Status        | Phone           | Office       | Sales Coordinator | AE            |             | Market               | System Name               | Syscode           | Order#              |
|--|-------------------|----------------------------|---------------|-----------------|--------------|-------------------|---------------|-------------|----------------------|---------------------------|-------------------|---------------------|
| R6: 9.21. Revised CFB rates. Added CFB spots. Includes UW FB. Please review and confirm. Thanksl |                   | Jul16 C-DMA Nielsen Live+7 | Not accepted  | (301) 951-2620  | Washington   | Luke Priddy       | Andrew Yolles |             | Minneapolis-St. Paul | Spectrum/Celect, WI       | 1084              | 62336821            |
| ides UW FB. Please revi  | Makegood Policy   | Primary Demo               |               | Credit Status   | Product Name | Est Code          | Product Code  | Client Code |                      | Advertiser                | Agency            | Flight Dates        |
| ew and confirm. Thanks!  | Approval Required | Adults 35+                 |               |                 |              | NA                |               |             |                      | Ron Johnson for US Senate | Medium Buying LLC | 09/19/16 - 10/02/16 |
|  | CPP -             | GRP -                      | Sold On       | Affiliate Split | Total Spots  | Net Total         | Commission    | Total       | Total # of Weeks     | Show All Lines            | Version           | Update Date         |
|  | CI                | G                          | Ç             | 10              |              |                   |               |             |                      |                           | 3                 | 90                  |
|  | CPM -             | GIMP -                     | Cost Per Spot | 100.0           |              |                   |               |             |                      |                           | 3 Vs. 2           | 09/21/16            |
|  |                   |                            |               |                 | 163          | \$909.50          | \$160.50      | \$1,070.00  | 2                    |                           |                   |                     |

| 42 HIST | 41 HGTV  | 40 HGTV | 39 HGTV | 38 HGTV | 37 FXNC | 36 FXNC | 35 FXNC | 34 FXNC | 33 FS1                     | 32 ESPN | 31 ESPN | 30 ESPN        | 29 ESPN            | 28 ESPN  | 27 ESPN | 26 ESP2 | 25 ESP2 | 1       |  |                           |  |   |
|---------|----------|---------|---------|---------|---------|---------|---------|---------|----------------------------|---------|---------|----------------|--------------------|----------|---------|---------|---------|---------|--|---------------------------|--|---|
| . "     |          |         |         |         |         |         |         |         |                            |         |         |                |                    |          |         |         |         |         |  |                           |  |   |
| 14 ISIH | HGTV PT  | HGTV PT | HGTV EM | HGTV EM | FXNC PT | FXNC PT | FXNC EM | FXNC EM | Boise State @ Oregon State | ESPN PT | ESPN PT | LSU @ Auburn   | Georgia @ Ole Miss | ESPN EM  | ESPN EM | ESP2 PT | ESP2 PT |         | California @ Arizona State   | alifornia @ Arizona State | lowa @ Rutgers<br>California @ Arizona State | ESP2 EM lowa @ Rutgers California @ Arizona State |
| 9/19/16 | 9/26/16  | 9/19/16 | 9/26/16 | 9/19/16 | 9/26/16 | 9/19/16 | 9/26/16 | 9/19/16 | 9/19/16                    | 9/26/16 | 9/19/16 | 9/19/16        | 9/19/16            | 9/26/16  | 9/19/16 | 9/26/16 | 9/19/16 |         | 9/19/16  | 9/19/16                   | 9/19/16<br>9/19/16                           | 9/26/16<br>9/19/16<br>9/19/16                     |
| 9/25/16 | 10/2/16  | 9/25/16 | 10/2/16 | 9/25/16 | 10/2/16 | 9/25/16 | 10/2/16 | 9/25/16 | 9/25/16                    | 10/2/16 | 9/25/16 | 9/25/16        | 9/25/16            | 10/2/16  | 9/25/16 | 10/2/16 | 9/25/16 |         | 9/25/16  | 9/25/16                   | 9/25/16<br>9/25/16                           | 10/2/16<br>9/25/16<br>9/25/16                     |
| 19:00   | 19:00    | 19:00   | 05:00   | 05:00   | 19:00   | 19:00   | 05:00   | 05:00   | 14:30                      | 19:00   | 19:00   | 17:00          | 11:00              | 05:00    | 05:00   | 19:00   | 19:00   | 21.00   | 24.00  | 2                         | 11:00  | 05:00   |
| 24:00   | 24:00    | 24:00   | 09:00   | 09:00   | 24:00   | 24:00   | 09:00   | 09:00   | 17:30                      | 24:00   | 24:00   | 20:00          | 14:00              | 09:00    | 09:00   | 24:00   | 24:00   | 24:00   |  |                           | 14:00  | 09:00   |
|         | ×        |         | ×       |         | ×       |         | ×       |         |                            | ×       |         |                |                    | ×        |         | ×       |         |         |  |                           |  | ×   |
|         | ×        |         | ×       |         | ×       |         | ×       |         |                            | ×       | -       |                |                    | ×        | 90/60   | ×       | 1000    |         | -  | L                         |  | ×   |
| ×       |          | ×       |         | ×       |         | ×       |         | ×       | -                          |         | ×       |                |                    |          | ×       | Н       | ×       |         | 1  | -                         | $\vdash$                                     | $\vdash$  |
| ×       | -        | ×       |         | ×       |         | ×       |         | ×       | -                          | -       | ×       |                |                    | $\vdash$ | ×       | Н       | ×       |         |  | $\vdash$                  | $\vdash$                                     | $\vdash$  |
| ×       | $\vdash$ | ×       |         | ×       |         | ×       | _       | ×       | ×                          |         | ×       | ×              | ×                  | -        | ×       | Н       | ×       | ×       |  | -                         | ×  | ×   |
| ×       |          | ×       |         | ×       |         | ×       |         | ×       |                            |         | ×       |                |                    |          | ×       |         | ×       |         |  |                           |  |   |
| 1       | ,        |         |         |         | ,       |         | ,       | ,       | ï                          | r       | ı       | c              | í                  |          | -1      | ā       | а       | 9       |  |                           |  | 3 3   |
| ,       |          |         | 9       | а       | 3       | 3       | ,       | ,       |                            | ı       | -       |                |                    |          |         | 5       |         |         |  |                           |  |   |
| 6       | 2        | 6       | 2       | 6       | 2       | б       | 2       | 6       | 2                          | 2       | 6       | 0              | 0                  | 2        | 6       | 2       | 6       |         |  |                           | 2  | 2 2   |
| \$8.00  | \$8.00   | \$8.00  | \$6.00  | \$6.00  | \$8.00  | \$8.00  | \$6.00  | \$6.00  | \$10.00                    | \$8.00  | \$8.00  | \$100.00       | \$100.00           | \$6.00   | \$6.00  | \$4.00  | \$4.00  | \$10.00 |  |                           | \$10.00                                      | \$3.00<br>\$10.00                                 |
| \$48.00 | \$16.00  | \$48.00 | \$12.00 | \$36.00 | \$16.00 | \$48.00 | \$12.00 | \$36.00 | \$20.00                    | \$16.00 | \$48.00 | \$0.00         | \$0.00             | \$12.00  | \$36.00 | \$8.00  | \$24.00 | \$10.00 | The second secon |                           | \$20.00                                      | \$20.00   |
| 30      | 30       | 30      | 30      | 30      | 30      | 30      | 30      | 30      | 30                         | 30      | 30      | 30             | 30                 | 30       | 30      | 30      | 30      | 30      | The second second  |                           | 30   | 30  |
|         |          |         |         |         |         |         |         |         | NCAA FB                    |         |         | R6-2x: NCAA FB | R6-2x: NCAA FB     |          |         |         |         | NCAA FB |  |                           | NCAA FB                                      | NCAA FB   |

## NCC Cable System Order

| ,          | CTM           |   | CPT              | Approval Required         | Makegood Policy |                            |                   |
|------------|---------------|---|------------------|---------------------------|-----------------|----------------------------|-------------------|
| ,          | GIMP -        |   | GRP              | Adults 35+                | Primary Demo    | Jul16 C-DMA Nielsen Live+7 | Survey            |
|            | Cost Per Spot |   | Sold On          |                           |                 | Not accepted               | Status            |
|            | 100.0         |   | Affiliate Split  |                           | Credit Status   | (301) 951-2620             | Phone             |
| 163        |               |   | Total Spots      |                           | Product Name    | Washington                 | Office            |
| \$909.50   |               |   | Net Total        | NA                        | Est Code        | Luke Priddy                | Sales Coordinator |
| \$160.50   |               |   | Commission       |                           | Product Code    | Andrew Yolles              | AE                |
| \$1,070.00 |               |   | Total            |                           | Client Code     |                            |                   |
|            |               | S | Total # of Weeks |                           |                 | Minneapolis-St. Paul       | Market            |
|            |               |   | Show All Lines   | Ron Johnson for US Senate | Advertiser      | Spectrum/Celect, WI        | System Name       |
|            | 3 Vs. 2       |   | Version          | Medium Buying LLC         | Agency          | 1084                       | Syscode           |
|            | 09/21/16      |   | Update Date      | 09/19/16 - 10/02/16       | Flight Dates    | 62336821                   | Order#            |

| _ | -          | 1 |
|---|------------|---|
|   | 8          | П |
|   | 3          | П |
|   | 3 ∣        | П |
|   | 9          | П |
|   | S          | П |
|   | **         | П |
|   |            | П |
|   |            | П |
|   |            | П |
|   | T)         | П |
|   | 6          | П |
|   | 9          | П |
|   | N          | П |
|   | -          | П |
|   | TI         | П |
|   | e l        | П |
|   | <u>≤</u> . | П |
|   | ĕ          | П |
|   | -          | П |
|   | 유          | П |
|   | 8          | Н |
|   | 23         | П |
|   | ē          | П |
|   | S          | П |
|   | D          | П |
|   | 요          | П |
|   | e          | П |
|   | -          | П |
|   | H          | H |
|   | B          | П |
|   | g          | П |
|   | ğ          | П |
|   | S          | П |
|   | 5          |   |
|   | 0          | П |
|   | bu         | ľ |
|   | es         | 1 |
|   | -          | П |
|   | 3          | П |
|   | T          | П |
|   | B          | П |
|   |            | П |
|   | 2          | Н |
|   | Be         | П |
|   | Se         | П |
|   | 3          | П |
|   | N.         | П |
|   | 9          | П |
|   | < 0        | П |
|   | 3          | П |
|   | o o        | П |
|   | ö          | ш |
|   | 릌          | ш |
|   | 3          | ш |
|   | •          |   |
|   | ⇉          | ш |
|   | 집          | ш |
|   | 긎          | П |
|   | S          | ш |
|   |            | ш |
|   |            | ш |
|   |            | П |
|   |            | П |
|   |            | ı |
|   |            | ı |
|   |            | ı |
|   |            | ı |
|   |            |   |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            |   |
| 1 |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            |   |
|   |            |   |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            |   |
|   |            | 1 |
|   |            |   |
|   |            | 1 |
|   |            |   |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
|   |            | 1 |
| 1 |            | 1 |
| 1 |            | ı |
| l |            | 1 |
|   |            | 1 |
|   |            |   |

| 50         | 49           | 48                 | 47                         | 46                  | 45      | 44      | 43      | Line           |
|------------|--------------|--------------------|----------------------------|---------------------|---------|---------|---------|----------------|
| FS1        | ESPN         | ESPN               | ESP2                       | BTN                 | USA     | NSA     | HIST    | Net            |
| USC @ Utah | LSU @ Auburn | Georgia @ Ole Miss | California @ Arizona State | UW @ Michigan State | USA PT  | USA PT  | HIST PT | Program        |
| 9/19/16    | 9/19/16      | 9/19/16            | 9/19/16                    | 9/19/16             | 9/26/16 | 9/19/16 | 9/26/16 | Start<br>Date  |
| 9/25/16    | 9/25/16      | 9/25/16            | 9/25/16                    | 9/25/16             | 10/2/16 | 9/25/16 | 10/2/16 | Stop<br>Date   |
| 20:00      | 17:01        | 11:01              | 21:00                      | 11:00               | 19:00   | 19:00   | 19:00   | Start<br>Time  |
| 23:00      | 20:00        | 14:00              | 24:00                      | 14:00               | 24:00   | 24:00   | 24:00   | Stop<br>Time   |
|            |              |                    |                            |                     | ×       |         | ×       | 3              |
|            | 1            |                    |                            |                     | ×       |         | ×       | -1             |
|            |              |                    |                            |                     |         | ×       |         | 8              |
|            |              |                    |                            |                     |         | ×       |         | Т              |
| ×          | V            | v                  | V                          | ×                   | _       | ×       |         | F S            |
|            | ×            | ×                  | ×                          | ^                   | _       | ×       |         | S              |
|            | 1            |                    | r.                         |                     | r       | ,       | э       | RTG            |
|            |              |                    | i.                         |                     | ı       | ,       |         | ₹<br>P         |
| 2          | 2            | 2                  |                            | >                   | 2       | 4       | 2       | Total<br>Spots |
| \$10.00    | \$10.00      | \$10.00            | \$10,00                    | \$30.00             | \$8.00  | \$8.00  | \$8.00  | Unit<br>Cost   |
| \$20.00    | \$20.00      | \$20.00            | \$10.00                    | \$30.00             | \$16.00 | \$32.00 | \$16.00 | Total<br>Cost  |
| 30         | 30           | 30                 | 30                         | 30                  | 30      | 30      | 30      | Spot           |
| R6+2x: CFB | R6+2x: CFB   | R6+2x: CFB         | R6+1x: CFB                 | R6+1x: UW FB        |         |         |         | Line Comment   |

| SYSTEM APP:           | AMT        | SPOTS | Se   |
|-----------------------|------------|-------|--|
|                       | \$846.00   | 126   | ep 2016  |
|                       | \$224.00   | 37    | Oct 2016   |
| SALES                 | \$0.00     | 0     | Nov 2016   |
|                       | \$0.00     | 0     | Dec 2016   |
|                       | \$0.00     | 0     | Jan 2017   |
| АССТ                  | \$0.00     | 0     | Feb 2017   |
|                       | \$0.00     | 0     | Mar 2017   |
|                       | \$0.00     | 0     | Apr 2017   |
|                       | \$0.00     | 0     | Sep 2016 Oct 2016 Nov 2016 Dec 2016 Jan 2017 Feb 2017 Mar 2017 Apr 2017 May 2017 Jun 2017 Jul 2017 |
|                       | \$0.00     | 0     | Jun 2017   |
|                       | \$0.00     | 0     | Jul 2017   |
| Date F                | \$0.00     | 0     | Aug 2017   |
| Date Printed 09/22/16 | \$1,070.00 | 163   | Total  |

62336821 | Minneapolis-St. Paul | Spectrum/Celect, WI | 1084 |